



Faisal Ijaz

Director of Revenue Management & Distribution / Pricing (travel & hospitality)

Islamabad, Pakistan (available to
relocate)

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Senior hospitality executive with a Master's in Business Administration and 19 years of hospitality experience in Europe, the Middle East and Asia. Dynamic, results-driven professional with demonstrated expertise in revenue and management, operations support, distribution, pricing and client practices. Strategic performer with a recognized ability to analyze and interpret complex financial data and prepare accurate reports. Adaptable team leader with excellent organizational and detail-oriented skills and a proven track record of handling multiple projects at once, achieving objectives and meeting deadlines. Available immediately to travel and relocate worldwide.

Areas of Expertise

- Project Management
- Multi-Channel Distribution & Digital Marketing
- Hotel Forecasting and Budgeting
- Excellent Interpersonal Skills
- Pricing Strategy and Booking Trend Reporting
- Multicultural Team Training and Leadership
- Quality Operating Standards
- Strong Communication skills
- Statistical Data Analysis
- Client Management

Accomplishments

- Successfully coordinated projects for market segmentation, rate codes standards, and revised room categories across different properties including Atlantis, the palm, Dubai.
- Drove RevPAR (revenue per available room or revenue generation index (RGI)) growth in Smith Travel Research (STR) Competition Sets by 2 – 5%, improved the parity rate by 10% (as measured via a Rate Gain tool) and marginally improved performance indexes for 2019 compared to the annual goal.
- Achieved Employee of the month awards many times throughout my career.
- Actively kept on learning new skills.
- Actively participated in Six Sigma projects.
- Departmental trainer.

Professional Experience

5***+ Luxury Resort, Finolhu – Maldives**

September 2019 - February 2020

REVENUE & RESERVATIONS MANAGER

- Handling complete day-to day revenue Management, from pricing, distribution, data analysis & forecasting. Providing expert consulting and assisting the executive team with predefined tasks & reports.
- Drove RevPAR (RGI) growth in STR Competition Sets (Comp Sets), improved the parity rate and reviewed actual performance against established goals.
- Collaborated with the distribution team to improve dynamic connectivity with online travel agencies (OTA) and wholesalers (WHOL) and prepared quarterly reviews with top global OTAs such as Expedia (EXP), Booking (BKG) and AGODA (AGO), among others.
- Created and worked on implementing correct room type inventory and market segmentation structure.
- Learned and implemented correct PMS system (Protel)

- Drove RevPAR (RGI) growth in STR Competition Sets (Comp Sets) in the country, improved the parity rate and reviewed actual performance against established goals.
- Performed risk management (RM) audits while on property, drove action plans and recommendations and tracked forecasting accuracy.
- Assisted and prepared in the 2019 - 2024 budgeting process, data analysis, market trend projection, RevPAR growth and ideal segmentation mix.
- Achieved highest ADR in the country/ throughout all the High Season Euro 229/-

DUKES Hotel + The Residence 5***, Palm Dubai, UAE**

July 2016 - November 2017

CLUSTER DIRECTOR OF REVENUE AND RESERVATIONS

Member of the Ex-Com pre-opening team, ensuring the right Comp Sets were in place, approving any necessary changes, setting annual RGI targets and monitoring benchmarking performance. Managed room revenue optimization, sharing of best practices and carrying out Common Reporting Standard (CRS) audits to ensure high quality results.

- Standardized tools and reports used across the portfolio (including a weekly on-the-books tracking file) to streamline efforts, strengthen the revenue culture and improve hotel forecasting accuracy.
- Drove the dynamic distribution strategy to contract, prepare and distribute hotel on regional B2B and B2C distribution channels in the CRS , and successfully completed the process for implementing EzRMS (Revenue Management System), including on-boarding.
- Spearheaded the connectivity distribution project for main OTAs (such as BKG and EXP), including rolling out the Synxis channel manager.

ATLANTIS THE PALM, 5***, Palm Dubai, UAE**

December 2009 - June 2016

ASSOCIATE DIRECTOR OF REVENUE

Oversaw best practices for E-distribution, including for OTAs and overall web optimization, as well as the revenue management strategy for 1,539 rooms and managed a budget of \$244M for 2014.

- Managed the rates and availability for the entire portfolio, as well as the reservations department.
- Assisted the VP and SVP in budget preparations for room revenue, forecasting and revenue analysis, in order to drive RevPAR for all Kerzner properties.

Various Hotel Positions – United Arab Emirates

September 2002 - November 2009

- Reservations Manager.
- Income Auditor
- Duty Manager
- Front Office Supervisor.
- Night Auditor.
- Reservations Agent.

Education & Professional Training

Advance Revenue Management Certificate
Cornell University

Bachelor of Commerce
Punjab University

Language Skills

English (fluent), Urdu (native), Arabic (Basic)

Technical Proficiencies

Microsoft Office, Excel, Opera, Host, HostNet, Prologic, Hotel IQ, Delphi, RateGain, Hyperion, Rainmaker, Nor1, SynXis, Third part websites, Vision, EzRMS, 1C (Russian PMS), Audit Channels, Creating and managing rate codes in Opera, E Channel solicitation, Manage Inventory, STR, Rate Gain, Delphi, Google Analytics, SEO & SEM campaigns.

References

References available upon request.